

READERSHIP TOPLINE RESULTS

Q2 2020 (Dip One)

Date: 25th May 2020

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Q2 2020 Dip One

(23rd April – 10th May 2020)

This is the first dip and is a proportion of the CMI Q2 2020 survey (sample size of n=596), with the objective of understanding readership behaviour throughout the COVID-19 lockdown period in New Zealand.

Dip Two will be released in a few weeks time with approximately n=1,000 respondents, followed later by **Dip Three** with n=1,500 respondents.

NOTES

Covid-19 alert system

A four-level alert level system was introduced on 21 March 2020 to manage the COVID 19 outbreak within New Zealand.

- Level 3 started on the afternoon of 23 March
- Level 4 started at 11:59 pm, 25 March – 26 April
- Level 3 started at 11:59 pm on 27 April – 12th May
- Level 2 started at 11:59 pm on 13 May

Sample size for Q1 and Q2 2020

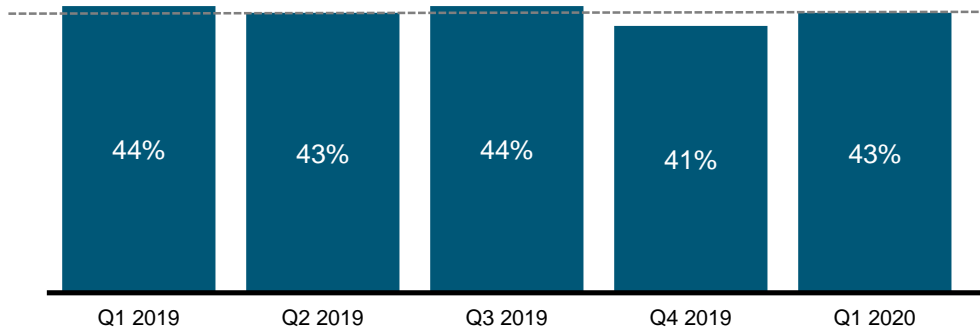
- Q1 2020 (n=2,557)
 - Before Level 4 (23rd Jan – 25th March) n=2,207
 - Level 4 lockdown (26th March – 17th April) n=530
- Q2 2020
 - **Dip One** (23rd Apr – 10th May) n= 596

DAILY PAPERS – READERS IN AN AVERAGE WEEK

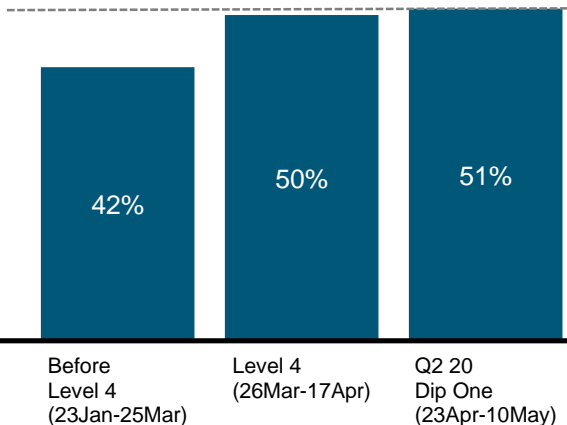
- Daily newspaper readers continue to be **higher during Dip One** (Level 3) compared to previous quarters.
- Readership of daily papers between Level 4 lockdown in Q1 and Dip One in Q2 remains relatively similar; **51% of New Zealanders** read at least a copy of daily papers in an average week.



**Daily Papers
(Quarterly)**



**Daily Papers
Q1 - Q2 (up to 10th May)**

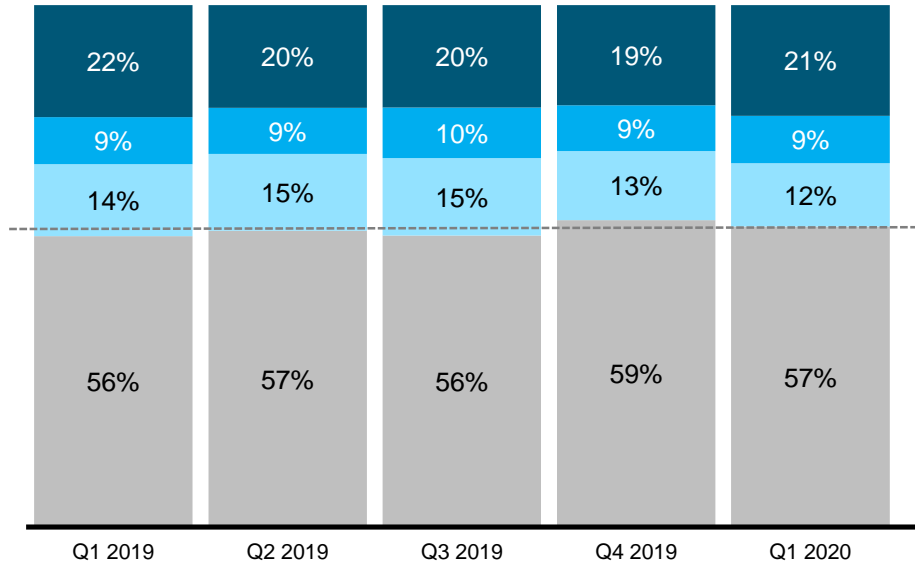


DAILY PAPERS - MEDIA USAGE TRENDED

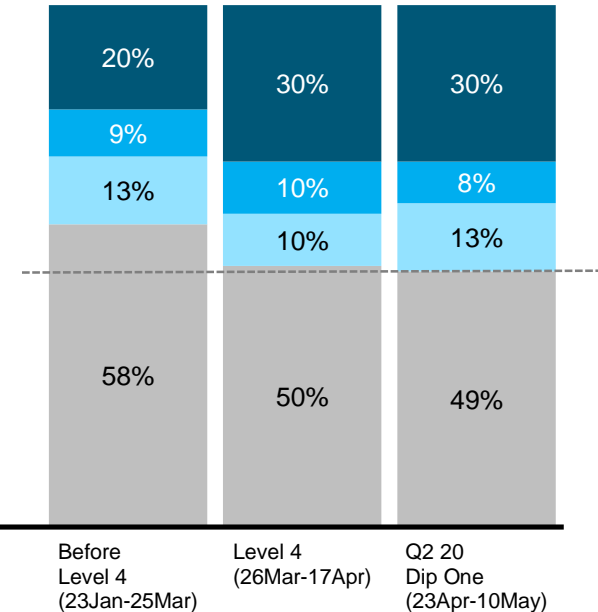
- Other than slight shifts between Light and Moderate readers observed in Dip One (vs. Level 4), **30% of New Zealanders continue to read 4+ daily papers a week** (Heavy readers) during Dip One and is persistently higher than previous quarters.



Daily Papers (Quarterly)



Daily Papers Q1 - Q2 (up to 10th May)



Base: All People 10+ (All People 15+ from Q2 2020 onwards)
 Source: Nielsen CMI Q1 2019 – Q2 2020

■ Nil ■ Light ■ Moderate ■ Heavy

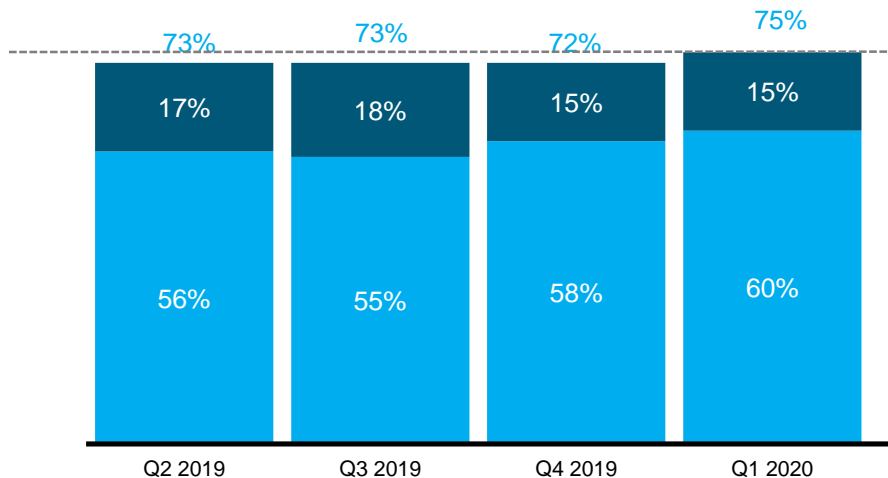
DAILY PAPERS & NEWS SITES VISITED

- How we access the news during Dip One (Level 3) stayed strong since Level 4; **9-in-10 New Zealanders** accessed **news online or read daily papers** throughout Level 3 (Dip One).

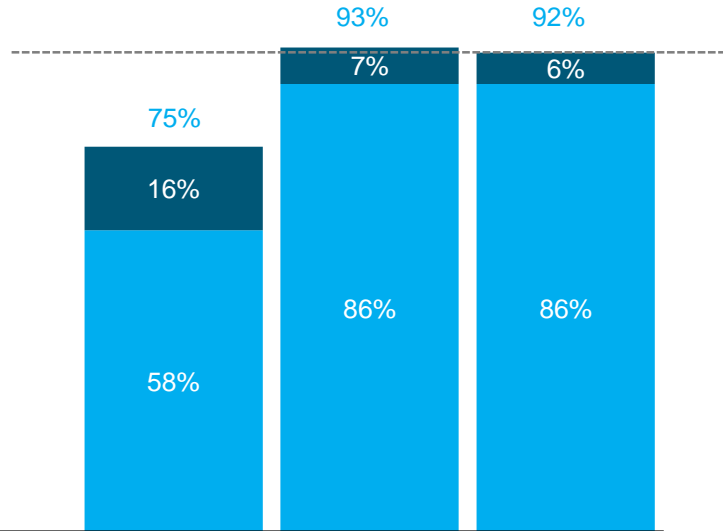


Daily Paper + News Sites (Quarterly)

- Online news sites (at least once in the last week)
- Daily papers only (at least 1 issue per week)



Daily Paper + News Sites Q1 - Q2 (up to 10th May)



Base: All People 10+

Source: Nielsen CMI Q2 2019 - Q1 2020

Note: online news sites in Q1 2019 excluded as no. of news sites were slightly different than other subsequent quarters

MAGAZINE – READERS WITHIN ISSUE PERIOD

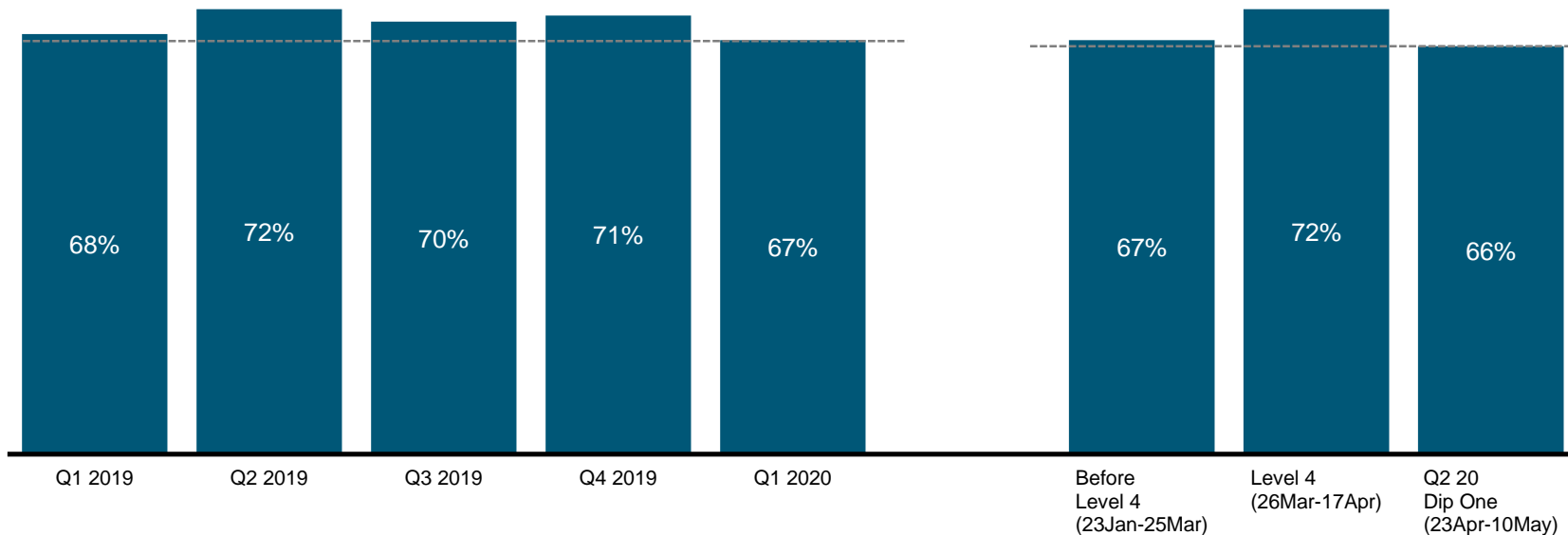
- In spite of the fact that the magazine industry was not operating throughout Level 4 and the loss of Bauer, **66% of New Zealanders** flipped the covers of their glossy magazine in Level 3 (Dip One) and is comparable to Q1 2019 and Q1 2020.



Magazines (Quarterly)



Magazines Q1 – Q2 (up to 10th May)



Base: All People 10+ (All People 15+ from Q2 2020 onwards)
 Source: Nielsen CMI Q1 2019 – Q2 2020

MAGAZINES - MEDIA USAGE TRENDED

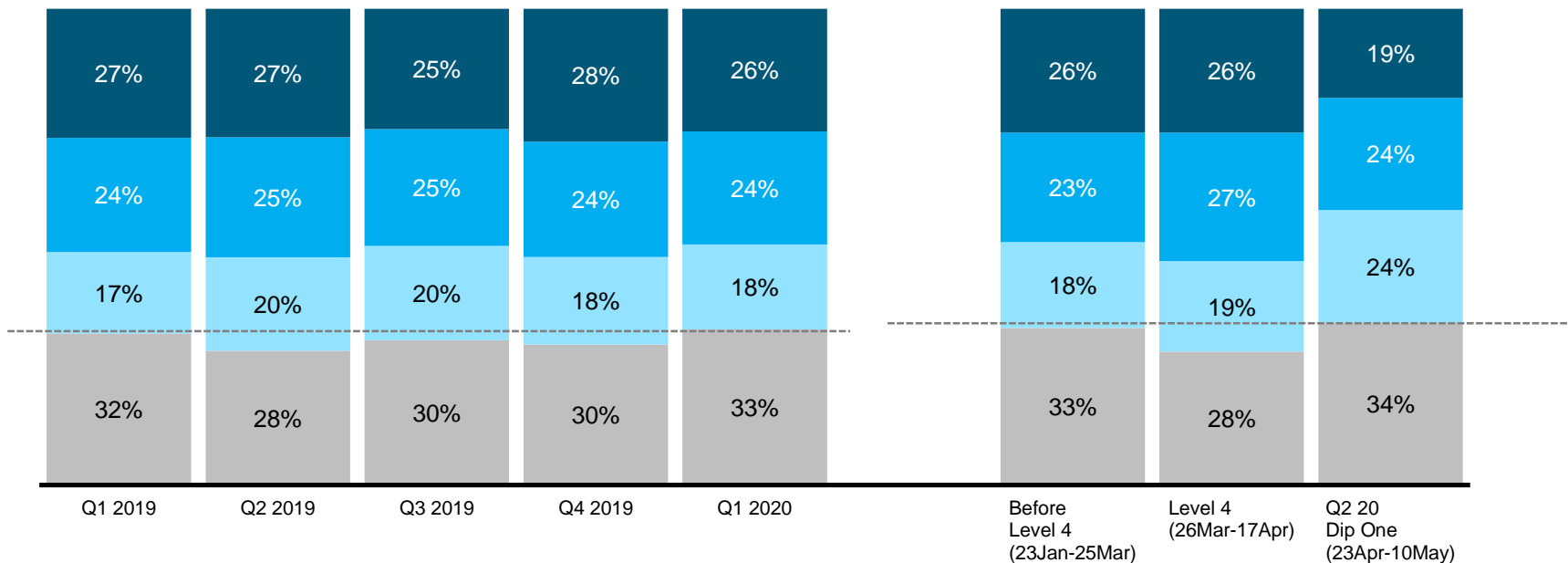
- 48% of the population read one to three copies of magazine during this period, with an additional **1-in-5 New Zealanders read at least 4 issues of magazine** (heavy readers) throughout Level 3 (Dip One).



Magazines (Quarterly)



Magazines Q1 – Q2 (up to 10th May)



Base: All People 10+ (All People 15+ from Q2 2020 onwards)
 Source: Nielsen CMI Q1 2019 – Q2 2020

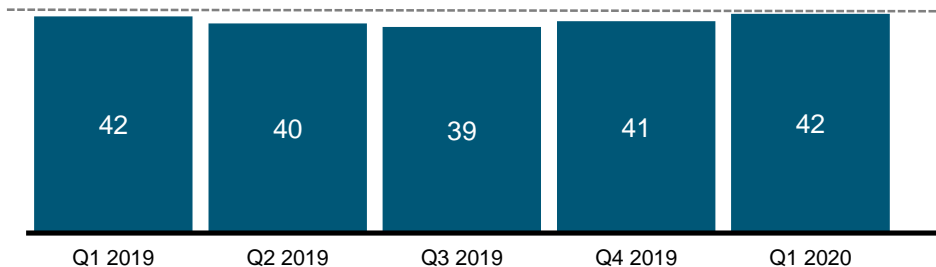
■ Nil ■ Light ■ Moderate ■ Heavy

MAGAZINE – AVERAGE TIME SPENT READING (mins)

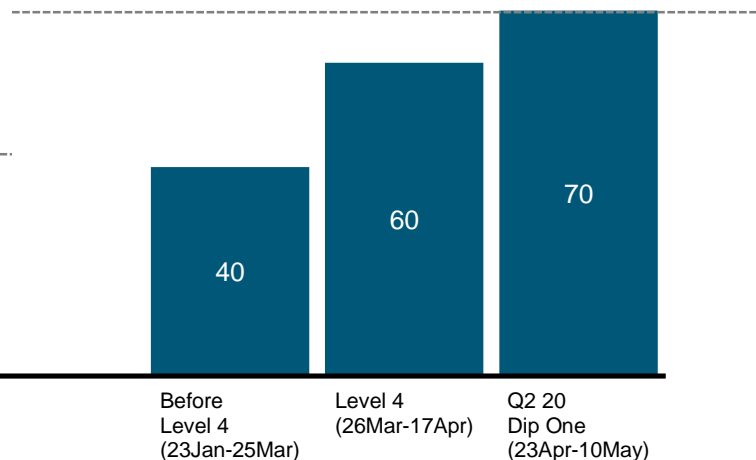
- Although the proportion of magazine readers remain relatively the same with Q1 2020, magazine readers spent an **average of 1hour 10mins** reading their favourite magazine throughout Level 3.
- This is by far the **longest average time spent** reading since Q1 2019, indicating a strong level of engagement Kiwis have with magazines throughout Level 3 lockdown (Dip One).



Magazines
(Quarterly)



Magazines
Q1 – Q2 (10th May)



Base: All People 10+ (All People 15+ from Q2 2020 onwards)

Source: Nielsen CMI Q1 2019 – Q2 2020

Notes: average time spent per issue



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